



Monday, June 01, 2009

IGA drives Aussie pork message

Over the next few weeks IGA supermarkets will start to use distinctive labels to help Australian consumers more clearly identify and buy Australian grown pork.

IGA will display, the bright pink “Australian Pork” logo (pictured above left), on all fresh pork packaged for sale on supermarket shelves. This logo identifies pork that has been grown by Australian pig farmers. The rollout of the labelling campaign will occur in IGA stores over the next few months.

Australian Pork Limited (APL) Chief Executive Officer Andrew Spencer described IGA’s move as a “big step forward” for Australian pig farmers who have been working closely with retailers for clearer labelling on Australian grown pork products.

“All fresh pork on retail shelves is in fact grown by Australian pork producers who are committed to providing a consistently high quality, safe, flavoursome product for their customers. Having the distinctive “Australian Pork” logo on this packaging will drive that message home.”

Mr Spencer said it is important for consumers to know, that IGA in taking this step is leading the way in truly supporting Aussie pig farmers and are indeed “Local Heroes”. That support is a much needed boost for our industry. Consumers should also know that we are working hard to empower them to be able to identify Australian pork in “Deli Meat” sectors of our retail shelves this includes products like hams, bacon, salami and smallgoods; so watch that space.

ENDS

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